What is claimed is:

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a longitudinally moving substantially continuous web of the product so as to create, within a given longitudinal length of the web, a plurality of products having longitudinal lengths which cumulatively add up to less than the given longitudinal length of web, and wherein the successive products are conveyed in spaced relation along a first path at a first longitudinal speed and thereafter conveyed along a second path at a second longitudinal speed less than the first longitudinal speed, said method comprising the steps of:

depressing the trailing edge of each successive product after it leaves said first path so as to enable the leading edge of the next successive product to pass above the depressed trailing edge, and

substantially simultaneously engaging the depressed trailing edge of each successive product with a brake pad so as to decelerate each product as it enters the second path.

The method of claim 1 wherein the products are cut 2. from the web by a\rotary cutter having a plurality of cutter blades disposed in\circumferentially spaced relation about an axis of rotation of the rotary cutter, said step of depressing the trailing edge of each successive product comprising engaging the trailing edge with a discrete depressor member carried on a wheel rotatable about and axis parallel to the rotational axis of the rotary cutter, said wheel carrying a plurality of depressor members spaced about the wheel in circumferentially spaced relation equal to the circumferential spacing of selected ones of the cutter blades on the \rotary cutter, and said wheel being rotated so that each depressor member will actively engage and depress the trailing edge of \a product cut by a cutter blade carried on the rotary cutter at the same angular position as the active depressor member.

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- 3. The method of claim 2 wherein said step of engaging the depressed trailing edge of each successive product comprises positioning a brake pad at a position wherein each depressed trailing edge will be engaged by the brake pad to frictionally decelerate the product.
- 4. The method of claim 3 wherein said depressor members comprise brushes carried by said wheel in circumferential spaced relation about said wheel, each said brush having generally radially directed bristles operative to engage the upper surface of the trailing edge of a product entering said second path so as to depress the trailing edge against the brake pad.
- 5. The method of claim 4 wherein said cutter blades on said rotary cutter have outer cutting edges lying on a first circle concentric to the axis of rotation of said rotary cutter, said brushes having outer tips lying on a second circle having a diameter substantially equal to the diameter of the printing plate cylinder.
- 6. The method of claim 4 wherein said brake pad is adjustable to vary the frictional braking relation applied to each successive sheet as its trailing edge is depressed against the brake pad to effect deceleration of the product.

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